



WKMG

ORDER

Print Date 09/18/12 Page 1 of 4

<u>Contract / Revision</u>	259385	/	AMERICAN CROSSROADS	<u>Alt Order #</u>	06321916
<u>Original Date / Revision</u>	Agency Com	15%	<u>Billing Type</u>	Cash	
09/18/12	09/18/12	<u>Billing Contact</u>	<u>Order Type</u>	GENERAL	
<u>Advertiser</u>	POL/American Crossroads	66 Canal Center Plaza Suite 555 Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC	
<u>Agency</u>	Crossroads Media, LLC	<u>Billing Calendar</u>	BROADCAST		
<u>Buying Contact</u>	Sales Office	PHI	<u>Demographic</u>	A35+	
66 Canal Center Plaza Suite 555	Sales Region	NAT	<u>Rev Codes</u>	AGY	POL
	Agency Ref		<u>Product Codes</u>	PL-Issue	
			<u>Priority</u>	P-3	
			<u>Advertiser Ref</u>		

Primary Account Executive

Primary, Readout

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 117100

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	33	\$99,535.00	\$117,100.00	0.00	08/27/12	09/27/12	33	\$99,535.00	\$117,100.00
Totals	33	\$99,535.00	\$117,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	<u>Totals</u>	Spots	Amount
E 1	WKMG	09/21/12	09/21/12	M-F David Letterman David Letterman	CM	1136p-1238a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1	\$700.00			0.00					
E 2	WKMG	09/21/12	09/21/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	----1--	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1	\$1,250.00			0.00					
E 3	WKMG	09/21/12	09/21/12	CBS This Morning The Early Show	CM	7-9a	----1--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1	\$700.00			0.00					
E 4	WKMG	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--		1	\$5,000.00			0.00					



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Contract / Revision

259385 Flight Dates 09/19/12-09/27/12

Hiatus Dates

Original Date / Revision 09/18/12 / 09/18/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 4	WKM	09/21/12	09/21/12	Fri Prime 9p CSI:NY	CM	9-10p	----1--	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1--		1	\$5,000.00			0.00					
E 5	WKM	09/24/12	09/24/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	1-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1	\$11,000.00			0.00					
E 6	WKM	09/24/12	09/24/12	2-3p The Talk The Talk	CM	2-3p	1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1	\$700.00			0.00					
E 7	WKM	09/24/12	09/24/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1	\$800.00			0.00					
E 8	WKM	09/22/12	09/22/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	----1-	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1-		1	\$600.00			0.00					
E 9	WKM	09/23/12	09/23/12	NFL Game 1 NFL Game 1	CM	various (1:00 PM-4:00 PM)	-----1	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1	\$12,000.00			0.00					
E 10	WKM	09/23/12	09/23/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----1	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1	\$7,000.00			0.00					
E 11	WKM	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1	\$2,000.00			0.00					
E 12	WKM	09/27/12	09/27/12	M-F David Letterman David Letterman	CM	1136p-1238a	---1---	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1	\$1,000.00			0.00					
E 13	WKM	09/27/12	09/27/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	---1---	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---		1	\$1,250.00			0.00					
E 14	WKM	09/20/12	09/20/12	2-3p The Talk The Talk	CM	2-3p	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1	\$700.00			0.00					
E 15	WKM	09/20/12	09/20/12	Morn News at 6a Morn News at 6a	CM	6-7a	---1---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1	\$800.00			0.00					
E 16	WKM	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---		1	\$700.00			0.00					



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259385 Flight Dates 09/19/12-09/27/12

Hiatus Dates

Original Date / Revision 09/18/12 / 09/18/12

Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 16	WKM	09/27/12	09/27/12	CBS This Morning The Early Show	CM	7-9a	---1---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 ---1--- 1 \$700.00 0.00																
E 17	WKM	09/20/12	09/20/12	Thu Prime 8p Big Bang Theory	CM	8-830p	---1---	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12 09/23/12 ---1--- 1 \$9,000.00 0.00																
E 18	WKM	09/20/12	09/27/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---1---	:30	1	\$500.00	P-3	0.00	NM	2	\$1,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12 09/23/12 ---1--- 1 \$500.00 0.00																
Week: 09/24/12 09/30/12 ---1--- 1 \$500.00 0.00																
E 19	WKM	09/25/12	09/25/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	-1-----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 -1----- 1 \$1,250.00 0.00																
E 20	WKM	09/25/12	09/25/12	CBS This Morning The Early Show	CM	7-9a	-1-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 -1----- 1 \$700.00 0.00																
E 21	WKM	09/25/12	09/25/12	Tue Prime 8p NCIS	CM	8-9p	-1-----	:30	1	\$18,000.00	P-3	0.00	NM	1	\$18,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 -1----- 1 \$18,000.00 0.00																
E 22	WKM	09/25/12	09/25/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	-1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 -1----- 1 \$500.00 0.00																
E 23	WKM	09/25/12	09/25/12	Tue 2 Hour Special Tue 2 Hour Special	CM	various	-1-----	:30	1	\$15,000.00	P-3	0.00	NM	1	\$15,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 -1----- 1 \$15,000.00 0.00																
E 24	WKM	09/19/12	09/26/12	M-F David Letterman David Letterman	CM	1136p-1238a	--1----	:30	1	\$1,000.00	P-3	0.00	NM	2	\$2,000.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12 09/23/12 --1---- 1 \$1,000.00 0.00																
Week: 09/24/12 09/30/12 --1---- 1 \$1,000.00 0.00																
E 25	WKM	09/19/12	09/19/12	1230-2p CBS Soaps Soaps	CM	12:30-2p	--1----	:30	1	\$1,250.00	P-3	0.00	NM	1	\$1,250.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/17/12 09/23/12 --1---- 1 \$1,250.00 0.00																
E 26	WKM	09/26/12	09/26/12	2-3p The Talk The Talk	CM	2-3p	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 --1---- 1 \$700.00 0.00																
E 27	WKM	09/26/12	09/26/12	Morn News at 6a Morn News at 6a	CM	6-7a	--1----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																
Week: 09/24/12 09/30/12 --1---- 1 \$800.00 0.00																
E 28	WKM	09/19/12	09/19/12		CM	7-9a	--1----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	



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259385 Flight Dates 09/19/12-09/27/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser POL/American Crossroads Product AMERICAN CROSSROADS Estimate # 1017

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals															
															Amount															
CBS This Morning																														
The Early Show																														
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating																				
Week: 09/17/12	09/23/12	--1----		1	\$700.00					0.00																				
E 29	WKM	09/19/12	09/19/12	Survivor 90min Premier	CM	Wed 8p-930p	--1----	:30	1	\$12,000.00	P-3	0.00	NM		1	\$12,000.00														
Survivor 90 Min Ssn Prevr																														
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating																				
Week: 09/17/12	09/23/12	--1----		1	\$12,000.00					0.00																				
E 30	WKM	09/21/12	09/21/12	Fri Prime 8p	CM	8-9p	----1--	:30	1	\$4,000.00	P-3	0.00	NM		1	\$4,000.00														
Undercover Boss																														
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating																				
Week: 09/17/12	09/23/12	----1--		1	\$4,000.00					0.00																				
E 31	WKM	09/22/12	09/22/12	Sat Prime 10p	CM	10-11p	-----1-	:30	1	\$4,000.00	P-3	0.00	NM		1	\$4,000.00														
48 Hours Mystery																														
Start Date	End Date	Weekdays		Spots/Week		Rate				Rating																				
Week: 09/17/12	09/23/12	-----1-		1	\$4,000.00					0.00																				
														Totals	33\$117,100.00															